To: Noonan, R, Alessandra, C, Ridge, Robert, Burrows, Robert, Smith, Richard A., Cote, Raymond A., Leonard, John M., Norris, Chuck H., Sheft, S N., Macleod, Stephen, Beard, R L., Steele, Robert R., Coslett, Job H., Page, Cynthia, Eckardt, Diane C., Salerno, Joseph S., Sheltra, Marlowe, Close, Scott P., Bain, Georgia A., Tisinger, Michael D., Haskin, Susan J., Huntoon, Lynne D., Howard, M S., Orlando, Joseph J., Neaf, D M., Morris, M E., Levenstein, Howard S., Davignon, Barry A., Thompson, Timothy J., Clary, Nancy A., Miller, D S., Whiting, James R., Patterson, David P., Davis, Robert J., CHICCARELLI, John J., Doak, Donna L., Smith, P E., Martin, Holly G., Pianowski, Robert J., Wallon, Laura J.
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 1/29/98 8:18
Opened: 2/9/98 10:31
Subject: FWRD: FSC-13-B ROU Brief

FORWARDING THE FOLLOWING - A COPY WILL BE SENT TO ALL RR'S IN THIS WEEK'S MAILING.....

========== <Forwarded Letter> ==========
From: Davis, Carla C.
To: 1610
Subject: FSC-13-B ROU Brief
Posted: 01/28/98 19:19
Priority: Normal Priority

Microsoft Mail v3.0 (MAPI 1.0 TransportA) IPM.Microsoft Mail.Note
From: Davis, Carla C.
To: 1000 - North East Sales Area
1100 - Boston Region
1110 - Boston ROU
1140 - Boston Chain
1200 - New York Region
1210 - New York ROU
1240 - New Jersey Chain
1244 - New York Chain
1300 - Philadelphia Region
1310 - Philadelphia ROU
1340 - Philadelphia Chain
1600 - Buffalo Region
1610 - Buffalo ROU
1642 - Syracuse Chain
1645 - Buffalo Chain
1700 - Pittsburgh Region
1710 - Pittsburgh ROU
1740 - Pittsburgh Chain
1742 - Harrisurg Chain
1744 - Cleveland Chain
1800 - Cinncinati Region
1810 - Cinncinati ROU
1840 - Cinncinati Chain
1842 - Louisville Chain
1844 - Columbus Chain
1846 - Indianapolis Chain
Albers, Gary <KAM> 1846
Alessandra, Cheryl <AM> 1645
Battle, Herbert <AM> 1642
Belniak, Mike <KAM> 1140
Bomgardner, Denny L. <KAM>1340
Burke, Helen <AM> 1142
Casabella, Terry <AM> 1842
Coleman, Brian <KAM> 1744
Cunningham, David L. <AM> 1740
Divito, Patrick <AM> 1740
Dobrowolski, R E. <ROM> 1710
Duszynski, Renee <KAM> 1645
Evanchik, Audrey E. <AM> 1240
Fitzin, Thomas J. <RBM> 1100

51859 0891

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FSC-2-B

ROU Brief - 1/14/98

For: AVP/RSM/RBM/ROM/KAM/AM/DM/RM/AE/MC/PC/PRC/SC

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- CAMEL Equity Overlay POS
- Discontinued Items
- PEER First Quarter 1998 Promotion for Forsyth Tobacco Products
- 1998 Display Payment Status

10-Pack VPR Application Tray

(Contact: Dick Luongo, #6110)

- As a reminder, 10-pack VPR application tray, #535424, is available on open order as a tool to speed up VPR application process at direct accounts.

Old WINSTON Returns

(Contact: Dennis Watson, #3633)

- There are still small amounts of WINTON with old pack/carton graphics in the supply chain. To properly account for these packs/cartons as returns, if you have direct account responsibility, please contact the appropriate direct account personnel responsible for packing and shipping damaged goods and communicate the following procedures:
  - Pack all WINSTON product with old style pack/carton graphics and return as separate return to Product Recovery Operations in Winston-Salem, NC. If direct account does not have enough cartons to fill a case, use any aged or damaged "No Bull" WINSTON to meet the case size requirement. For this situation, we are waiving the 5-case minimum, but please use RPS to return product (call RPS at 800/762-3725, reference account number 011763). If you have any questions, please call our Returned Goods Hotline at 800/992-3284.

WINSTON Free Pack Consumer Mission Coupons

(Contact: Lori O'Connor, #3019)

- WINSTON free pack coupon, Item #534515, has been placed on open order until quantities are depleted. These coupons have an expiration date of 3/31/98.

Winston CORX Pole Signs

(Contact: Jasper Spencer, #4072)

- 1997 Winston CORX Disc Sign packed 10/SKU (item #537212) has been replaced with the Winston Menu CORX Disc Sign packed I /Kit (Item #538685).
  - Signs are Identical; SKU packing is different
  - Kit contains 2 CORX disc signs and hardware
  - Allocations based on quantities requested from each region
  - Can be ordered immediately
  - Signs expected in inventory 2/15/98
- All backorders on the old CORX disc sign (item # 537212) will be filled by 2/15/98.

DORAL $1/2 Pack January Promotions

(Contact: Evan Toulon, #6316)

- January DORAL $1/2 pack promotions (pack outlets and CTS pack outlets) should not be taken out of the promotional sleeve and sold separately.
- Each 2-pack offer is pre-packed in a "special offer sleeve with a $1/2 pack UPC code #12300-24695 printed on the sleeve for stores that scan.
- Each pack in the offer has "50¢ off" special tear tape applied.
- Individual packs have standard UPC product codes printed on them.
- Ensure that your retail accounts execute the promotions as planned.

CAMEL Equity Overlay POS

(Contact: Kevin Delury, #7283)

- Sell sheets for the CAMEL equity overlay POS will be mailed to all ROUs the week of 1/12/98.
- Each ROU will receive 6 packs containing 25 sheets.
- Please ensure these sell sheets are distributed to all personnel who will be selling this program.

Discontinued Items

(Contact: Jasper Spencer, #4072)

- The following items are on open order and are available for immediate shipment. Quantities are limited.

New Winston Ground Mount Sleeve, #534134
New Winston Curb Mount Sleeve, #534140
New Winston Pole Mt. Panel, #534143
Winston 3x5 Ad Panel, #518651
Winston Trailer Board Panel, #508811

PEER First Quarter 1998 Promotion for Forsyth Tobacco Products

(Contact: Mike Moore, #2858)

- PEER Distributors were informed the week of 12/22/97 of a PEER Association sponsored 1st Quarter 1998 Forsyth Tobacco Products Promotion. Each account should have received an allocation directly from PEER. If the account meets/exceeds the goal by quarter-end, PEER will deposit $.15 per carton into the accounts Alliance Accrual Fund. If the account does not make goal, PEER will deposit only $.05 per carton into the accounts Alliance Accrual Fund.
- On your next scheduled visit, please discuss the program with the account.
- Ensure each account knows its individual goal.
- PEER will supply to each account a monthly performance to goal update.
- If for some reason the account does not know its individual goal, contact Mike Moore at #2858.

1998 Display Payment Status

(Contact: Dick Luongo, #6110)

- The following temporary displays and distribution payments are now available for 1998:

Display	Reporting Designation
CAMEL Pack Display	CAM 1.50 PK DISP
CAMEL Carton Display	CAM $15 CTN DISP
Red Kamel Display	RED KAMEL $10 CD
Red Kamel Distribution Payment	RED KAMEL $5DIST
WINSTON Pack Display	WIN 1.50 PK DISP
WINSTON Carton Display	WIN $15 CTN DISP
SALEM Pack Display	SAL 1.50 PK DISP
SALEM Carton Display	SAL $15 CTN DISP
VANTAGE Pack Display	VAN 1.50 PK DISP
VANTAGE Carton Display	VAN $15 CTN DISP
DORAL Pack Display	DOR 1.50 PK DISP
DORAL Carton Display	DOR $10 CTN DISP
*DORAL Box Pack Display	DOR BX DISP 98
MOONLIGHT Distribution	MOONLT $1 DIST
MOONLIGHT Pack/ Carton Display	MOONLT $5 DISP

* PM Exclusive/Lockout accounts, maximum 2 months per account

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